



Attorney Docket No.: P13019-US2

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Mail Stop AMENDMENT
Commissioner for Patents
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Date: January 4, 2005

Pamela S. Newton
Pamela S. Newton

Re: Patent Application for:
"EVENT-BASED ADVERTISEMENTS"
Serial No. 09/907,899
Attorney Docket No. P13019-US2

Dear Sir:

Enclosed for filing please find the following items relating to the above-identified application:

- (1) Amendment Transmittal Letter (1 page); and
- (2) Amendment (8 pages).

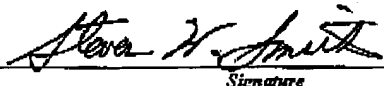
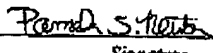
The commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1379.

Should you have any questions or comments concerning this matter, please feel free to contact the undersigned at 972/583-1572.

Sincerely,

Steven W. Smith
Reg. No. 36,684

SWS/psn

AMENDMENT TRANSMITTAL LETTER (Large Entity)					Docket No. P13019-US2	
Applicant(s): Trend Gledje						
Application No. 09/907,899	Filing Date July 19, 2001	Examiner Todd, Gregory G	Customer No. 27045	Group Art Unit 2157	Confirmation No. 9944	
Invention: EVENT-BASED ADVERTISEMENTS						
<u>COMMISSIONER FOR PATENTS:</u>						
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.						
CLAIMS AS AMENDED						
	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST # PREV. PAID FOR	NUMBER EXTRA CLAIMS PRESENT	RATE	ADDITIONAL FEE	
TOTAL CLAIMS	17	20	0	x \$18.00	\$0.00	
INDEP. CLAIMS	2	3	0	x \$200.00	\$0.00	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>						
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$0.00
<input checked="" type="checkbox"/> No additional fee is required for amendment. <input type="checkbox"/> Please charge Deposit Account No. 50-1379 In the amount of \$0.00 <input type="checkbox"/> A check in the amount of _____ to cover the filing fee is enclosed. <input checked="" type="checkbox"/> The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account 50-1379 <input checked="" type="checkbox"/> Any additional filing fees required under 37 C.F.R. 1.16. <input checked="" type="checkbox"/> Any patent application processing fees under 37 CFR 1.17.						
 Steven W. Smith Reg No. 36,684 Ericsson Inc. 6300 Legacy Drive, M/S EVR 1-C-11 Plano, TX 75024			Dated: 1-4-2005			
cc:			<div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center; font-size: small;">CERTIFICATE OF MAILING OR TRANSMISSION</p> <p style="font-size: x-small;">I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the U.S. Patent and Trademark Office, P. O. Box 1450, Alexandria, VA 22313-1450, or being facsimile transmitted to the USPTO on the date indicated below.</p> <p style="text-align: center; margin-top: 20px;">  Signature </p> <p style="display: flex; justify-content: space-between;"> Pamela S. Newton January 4, 2005 </p> <p style="text-align: center; font-size: x-small;">Depositor's Name and Date</p> </div>			

P11LARGEREV07

Attorney Docket No. P13019-US2
Customer Number 27045**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****RECEIVED**
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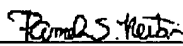
Applicant:	Trond Gledje	§	Group Art Unit:	2157
Serial No:	09/907,899	§	Examiner:	Todd, Gregory G
Filed:	July 19, 2001	§	Confirmation No.:	9944
		§		
		§		
		§		

For: EVENT-BASED ADVERTISEMENTS

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Alexandria, VA 22313.1450**CERTIFICATE OF MAILING OR TRANSMISSION**

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Pamela S. Newton

Dear Sir:

AMENDMENT

In response to the Office Action dated October 5, 2004, the Applicant submits the following amendments and remarks.

SUMMARY OF AMENDMENTS

Claims 1, 3, 5, 8-10, 12, 13, and 15-17 have been amended.

A complete list of pending claims follows.

Amendment - PAGE 1 of 8
EUS/J/P/04-8914